

common courtesy just kind of come naturally to us. And don't think we don't get a lot of visitors in this state because of it. "Maryland hospitality" is justly famous from coast to coast. In my opinion we ought to emphasize plain old-fashioned "hospitality" just as vigorously as we advertise Ocean City, Deep Creek Lake or the Chesapeake Bay. I'd like to see signs all over the state, at gas stations, hotels and restaurants, just saying "Maryland Hospitality"—"Hospitality Week" or "Hospitality Month" if need be—but preferably hospitality all the time.

When the tourist comes home from his vacation, the first question his friends and family ask is, "Did you have a good time?" It seems to me that this, in the last analysis, is what the tourist industry is all about. All of us in Maryland concerned in any way with tourists must keep this fact uppermost on our minds. We want the visitor to Maryland to have a good time. And whether he does or not depends on us. It makes no difference whether you camp out, live in a trailer, or stay at a fancy hotel. You can have a good time—or a bad time—in all of these places. The kind of time you have depends almost entirely on the way you are treated by the local people, whether in hotels, motels, gas stations or just walking down the street. . . . I hope those of us in the tourist business in Maryland will never forget this fact.

If any proof need be offered regarding the truth of what I am saying, we need only look at the Maryland Pavilion at the New York Worlds' Fair. Certainly we didn't have the most exotic food. You could get a much fancier meal at the Spanish Pavilion. Certainly we didn't have the most sensational attractions. Our exhibits and movie couldn't hold a candle to General Motors or Johnson's Wax. And yet we had one of the most successful pavilions at the fair. . . . Why? . . . simply because people who came to the Maryland Pavilion felt comfortable and happy in pleasant, congenial surroundings. They had a good time. And this was not accidental. The Maryland Pavilion was a true reflection of the Maryland attitude at home . . . and we'll be seeing lost of tourists here next year because of it.

Now I know that most of you attending this conference today are good business people, so I don't want to close without mentioning a few hard facts which I think are important to the development of the tourist industry.

First, I feel that the principal dilemma facing tourism today in Maryland is what I call the chicken or egg situation. We've got our